

OCT
06

Maximizing Social Media at Your Event


by Emily Peterson
Category: Events

If you are a professional association with members around the country or world, it's likely that your annual or regional meetings won't be attended by all members. Rather than leave a big chunk of your constituency in the dark, social media can be a great tool to amplify conference content to members, and beyond.

Having just helped with a live event, I wanted to share some items to consider before activating social media at your event:

Listen: What are people saying beforehand? What are the issues that your followers in social media want to hear most about?

Plan: What is going to be your steady drumbeat of content? Will you provide live updates from sessions? Will you offer interviews with speakers and member attendees? What exclusive opportunity will you offer your key influencers? What behind-the-scenes experience can you provide?

Engage: What social platforms will you be using? Facebook? LinkedIn? Twitter? Who will be your social media "crew" to engage online and ensure all relevant content is covered?

Amplify: How will you spread the word so event participants (both on and off line) are aware of the social networking taking place? Signage at the event? Advertising? Pre-event communications? External newsletters? Twitter hashtags? If your organization does not have a relevant hashtag, establish one beforehand and make sure people know about it and use it to help with online search results and to aggregate associated content. Also, ensure you link your various social platforms together to maximize content promotion.

If you are able to answer all of the questions above, you are probably ready to get started! If not, take some time to think through before jumping in.

A final note about technology: Ensure you plan for proper technology and resources. If you're using flipcams, be sure to have enough memory cards and a video editor onsite. If you're live Tweeting, be sure that reporters have a mobile device to Tweet from. iPads can be a great tool for members to take notes, Tweet, view video, etc., and can be raffled off to participants at the event.

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OCT
05

"It is antediluvian to ignore modes of communication," says Ambassador Weisberg

by Jaclyn Winkelman
Category: Digital Influence


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["It is antediluvian to ignore modes of communication," says Ambassador Weisberg](#)



Last week I was lucky enough to interview former Ambassador Robert Weisberg* on how social media has affected the Foreign Service. Ambassador Weisberg has a particularly interesting perspective due to his 26 year career in the Foreign Service, and his current position as Ethics Officer for Nokia Siemens Networks. Over Ambassador Weisberg's career as a U.S. Diplomat he was stationed at 12 very different posts, ranging from the most technologically connected country in the world, Finland, to one of the least, The Republic of the Congo. He was kind enough to explain his views and experience with me.

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TAGS: Tags: Foreign Service, Gov 2.0, government, International Affairs, interview



OCT
04

Medical Monday: Avoiding Writer's Block – Content Strategies for Healthcare



by Chris Heydt
Category: Digital Influence, Healthcare



When considering a foray into social media with your organization, you might find yourself asking some pretty tough questions. What the heck do we have to say? How are we going to keep generating content? How do we keep our audience coming back for more?

These can be daunting questions that can paralyze any organization, and make you decide to "forget it." The truth is that there are a number of ways that you can keep your content fresh and relevant.

3 Simple Ways to Keep Content Coming

- **Establish Ongoing Series:** Like an ongoing column in a newspaper, identifying key areas that you can regularly focus on can help hone your thinking (we do it here with [Medical Mondays](#) and [Facebook Fridays](#)). Identify any ongoing initiatives and plan posts focused on those efforts at regular intervals so your readers know when "the doctor is in."
- **Focus on Timely Health Issues:** Think about the topics that are at the top of your audience's mind at certain points throughout the year. If you are creating content for a hospital, you may want to consider seasonal health issues such as staying healthy during flu season, or avoiding injuries during the active summer months. The more you can connect with what your audience is thinking about at that time, the more compelling your content will be.
- **Mix up Your Media:** Don't limit yourself to text and images. Video content can provide your content with a fresh delivery, and help your audience

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An Insightful Look at Social Networks <http://bit.ly/dmjE0h> about 42 minutes ago from jbell99

Gotta love #ATL traffic when you're trying to get to work early! about 54 minutes ago from KParrish926

The chick in She's Out of My League is like a younger, hotter version of Reese Witherspoon about 54 minutes ago from deelau

@yupppy @oremegaw about 1 hour ago from kenmountnorth

<http://twitpic.com/2vdomy> about 1 hour ago from kenmountnorth

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RT @monsieurlam: Qui a trouvé ce brillant jeu de mot? J'adore : "Avec Hadopi, l'internaute, IP." about 1 hour ago from Tortue

AXE <http://twitpic.com/2vdnwm> about 1 hour ago from kenmountnorth

RT @SMCpg: #SMCpg is listed up in the US website socialmediacub.org !!! Way to go Penangites and fellow supporters! You guys rock! about 1 hour ago from bsignificant

CONGRATS! RT @SMCpg: I just unlocked the "Swarm" badge on @foursquare! <http://4sq.com/aK6lGu> about 1 hour ago from hsinnificant

connect with your staff. Identify topic experts on important issues – how to prepare yourself for surgery, how to stay safe from hospital-acquired infections, or a nurse's perspective on gaining patient trust - and interview them on-camera. This can easily become a staple of your content schedule, like it has for Asia Digital Map's [Red Chair Interviews](#).

Whether you've been managing your organization's social presence for a while, or you're just trying to get started, these types of exercise can help you get your content fresh in a flash.

These are just a handful of ways to keep your content creation manageable. What strategies do you use to keep putting out great content?

Image courtesy [gregisenblog.com](#)

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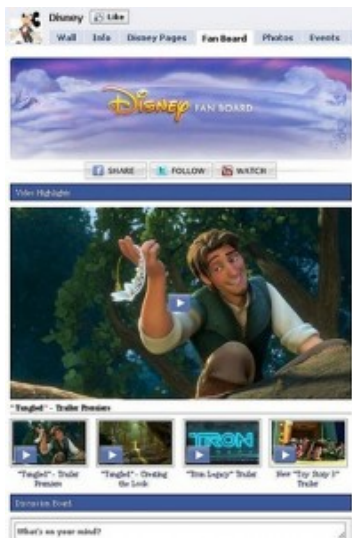
TAGS: Tags: content management, Healthcare, hospitals, strategy



OCT 02 So you say you want to be great?



by Sophia Aladenoye
Category: Digital Influence, Facebook



I know the last time I was here, I spoke generally about Facebook fan engagement and how you have to have a vibrant, consistent and fun interaction with your fanbase in order to have them be engaged with your Page. And all of what I said is indeed true — however, I want to dig a little bit deeper on what keeps your fans coming back or...has them leaving you alone.

If we take a far enough step back, from all of the tools out there in the world of social media and even all of the tools out there on the internet, we are left with what exactly? The product or issue or message that you want to get out to particular audiences, right? And if we take an even further step back, we recognize that **what we (as in brands) are really trying to do is get someone out there to understand us, connect with us and hopefully want to hang out with us**, right? [continue reading](#)

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SEP 28 Gov 2.0 at Ogilvy DC



by Kety Esquivel
Category: Best Practices, Digital Influence, Events

Content Strategies for Healthcare
Great post on Social buying. Nice information. [Groupthink: How Social Media Made Coupon Clipping Cool](#)

Very encouraging in the sense that sometimes you have to take the make what most would consider a hard and crazy decision to better yourself. Sometimes when you're comparing avenues and you can clearly... [Facebook Trends Series #3: Facebook Mobile](#)

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@Chassit GFW?
about 1 hour ago from [Tortue](#)

RT @mysmarterplanet: Check out what @techcrunch had to say about IBM's CityOne.
<http://tcn.ch/8XzBrS> Try the game out at <http://bit.ly/> ...
about 1 hour ago from [bsignificant](#)

Des fois les socialistes ils ont des idées j'te jures...et dire que j'ai un père qui est membre (quoique avant c'était pire il était communis
about 1 hour ago from [Tortue](#)

Jérôme Cahuzac veut faire payer les impôts aux français résidant à l'étranger. Tous ensemble, 1,2,3: HAHHAHA!
#fada #vamourir
about 1 hour ago from [Tortue](#)

EPIC FAIL....RT @adamclat hilarious. @deelau offers me a lift home then realises he didn't drive to work today when we're in the car park!
about 1 hour ago from [deelau](#)





Yesterday we had the great honor of hosting an amazing panel of speakers at our Ogilvy DC office to discuss Gov 2.0. An **intrepid audience** was not daunted by the early hour, the rain nor the delays of the red line. They arrived **ready to hear our panelists**:

- **Alexander Howard**, O'Reilly Media
- **Gwynne Kostin**, U.S. General Services Administration
- **Micah Sifry**, Personal Democracy Forum
- **Ari Melber**, The Nation
- **Mark Murray**, NBC News

Quite a panel it was. For those of you that joined us, thank you! For those of you who missed it, please check out **Alex's** recap **here**. Below you can find the full version of the live stream (the event starts about 30 minutes into the live stream) as well as Alex's abbreviated version.

Additionally, here were some of the moments that I found the most interesting-

The moderator, **Rohit Bhargava**, a founding member of the 360 Digital Influence group at Ogilvy PR, kicked off the panel with a conversation about Gov 2.0 what it is, what it isn't, etc.

When asked his opinion on Gov 2.0, **Micah** noted that where he got excited was the chance that Gov 2.0 offered the people, the possibility of a smarter government and the opportunity for government to give its citizens the ability to participate and help with the greatest challenges of our time. He talked about how the Obama campaign came in with a bunch of promises regarding how they would use the web to co-create government to produce the services but that we were just seeing the beginning of this. "There is a civic surplus waiting to be tapped of people who want the country to succeed," he quipped and while he confronted a few in the audience with the contention that the White House has failed at **#opengov** he offered up as consolation that they had at least successfully pushed **#gov20** at agency level.

Gwynne shocked the group by bluntly stating, "We're still throwing spaghetti on the wall and seeing what sticks." She paid homage to the folks who have been working in this space for several administrations before it was called Gov 2.0 and discussed how despite that history this space was still new and agencies were still trying to figure out how to bring the services closer to where the people are.

Ari noted that there is a strong argument that the **#Gov20** model is more representative than the 1.0 model and yet there was quite a ways left to go on that front. Related to the question of who's in and who's out, in perhaps one of the most unexpected moments in the panel, Ari asked the audience: "Would you want an app to tell you how racially diverse your Facebook or Twitter networks are?" He asked for a show of hands. He then asked a mostly stunned group: How many of you would want to share that information with others?

Mark spoke about the impact that he saw issue campaigns having on the upcoming elections and the political environment. In his estimation, the party out of power has had a tendency to be the most innovative in this space. The ensuing question of course was: why? The response? Those in power have to govern and are often using the technology to govern. Those out of power can be innovative with technology in their campaigns because they are not governing.

Building on Gwynne's historical analysis, **Alex** also pushed the group noting that the conversation couldn't just be about Washington. It had to be about data that people could use in Washington but also locally. He discussed how in his



Facebook Places Launches in Australia



estimation the technology itself and platforms were tremendously relevant, giving a shout out to Drupal and Open Source Technology. He also gave props to techpresident and Gov Loop. The group discussed some excellent case studies and left us all with much to think about as it relates to the future of Gov 2.0, OpenGov, We Government and what that could hold.

Two weeks ago, I had a conversation with **Brian Solis** which pretty much echoed these sentiments from Gov 2.0 in the Web 2.0 world. My biggest take away from the conversation with Solis was similar to my biggest take away from my participation in the Ogilvy DC Gov 2.0 event and that was this: we are still in a period of evolution. We are standing on the shoulders of those that came before us as it relates to this space and yet, it still a very new space that will in the end be defined by what we the people, our agencies, government and politicians choose to do with what we have.

Some highlights from the hashtag on the Twitterverse:

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SEP 27 Medical Monday: When Marketing Health Online, Remember the Old Adage, “Location, Location, Location”



by Kevin Silverman
Category: Healthcare



With pharma carving out a greater presence online, marketers are seeing the importance of having a social presence to reach their audiences. And with over a third of adults reporting using social media to find health information¹ it's no wonder why.

As **Marshall McLuhan** said 46 years ago, “the medium is the message.” While McLuhan was discussing television and radio, the same holds true with marketing on social media. Not all social media channels are the same, and with marketers eager to get online, it's important to consider the right platforms for a product and/or campaign.

For example, while **Facebook** may have reached over 500 million users, that doesn't mean a Facebook fan page is the best place for every pharmaceutical product. The key is to finding where the target audience is, what channels they use, and where conversations about the category are taking place. People *aren't* likely to “fan” a product or condition on Facebook - associating themselves to their entire online network which could include friends, family and coworkers - that has a high “ick-factor” or could be considered embarrassing.

As well, just because a person may not want to associate themselves with a product or disease publically doesn't mean they aren't apt to participate in online discussions about it online. The lap-band gastric weight loss surgery is a great example.

A few, scattered “lap-band” Facebook pages exist, with a couple hundred members - not a high number by current standards. However, a deeper dive reveals a very active community regularly using forums and chat rooms to communicate to one another. For anonymity, the groups are often password protected and/or allow their participants to use made-up usernames. Often as users get more comfortable, and develop sub-communities of their own, we see these usernames give way to real names, and even scheduling of in person meet-ups of the community's members.

The key to making the decision of where and how to market a product online is

listening. By researching and evaluating where a target audience is active online, a marketer can develop a targeted campaign that is more likely to succeed and deliver the return on investment the company is looking for in executing such an initiative or campaign.

Sources:

1. iHealthReports. *The Wisdom of Patients: Health Care Meets Online Social Media*. April 2008

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TAGS: Tags: Facebook, health, Healthcare, pharma

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SEP
24

Insights from Ogilvy 360 DI Gov 2.0 Exchange Panelists



by Kety Esquivel

Category: Best Practices, Digital Influence, Fresh Thinking

What is Gov 2.0? What are some of the trends and opportunities in this space? What are some of the exciting break throughs? How can an organization benefit from it? Why should I care?

On Monday September 27th, Ogilvy 360 DI will be bringing together some of the preeminent thought leaders in this space to discuss these very questions. The event which will focus on how social media tools are shaping government, the 2010 elections and issue campaigns is standing room only. Nearly two hundred people have registered on [Eventbrite](#). Seating will be on a first come first serve basis.

This week I had the honor of interviewing a couple of the panelists that will be featured during next week's [Ogilvy 360 DI Gov 2.0 Exchange](#). Their responses were candid and compelling; and provided a sneak peek at the conversation and themes we will tackle on Monday.

Ogilvy 360 DI: What do you see as the vision of Gov 2.0 and why is it relevant?

A: MICAH SIFRY, Co-founder and Editor, Personal Democracy Forum



At [Personal Democracy Forum](#), we prefer the term "We-government," the co-creating of new forms of collaboration and service that use technology, public data and the social web to address vital issues and solve public problems, that enables us to do more with less. It's neither Right nor Left, not small government or big government, but effective do-it-ourselves-government.

This is relevant for obvious reasons. In many ways the old ideologies have run out of steam. Laissez-faire capitalism has been badly discredited by the financial meltdown (and Enron and accounting scandals before that); big government liberalism, where wise technocrats supposedly engineer good public policy on behalf of the public, has also run out steam, captured by special interest groups that block innovation.

Meanwhile we are living in a paradoxical moment of political gridlock and technological transformation. Every day that ordinary citizens watch their elected leaders struggle and mostly fail to get anything done in the face of organized blocking minorities, makes the public feel more powerless. But at the same time, every day a new tech innovation puts more power literally in our own hands. In such a moment, should we be surprised that the single biggest Twitter burst seen around any national event was not for President Obama's State of the Union speech this past winter, but for the

unveiling of the iPad, a few days later?

People are looking for new answers, and a lot of innovation is starting to emerge from the edges, where civic hackers are inventing new ways of combining public data with community engagement. That is the promise of **We-government**. Not e-government, where the authorities use the web to provide the public with information and services delivered from above, but where we reinvent government as a platform connecting all of us around the issues and needs that matter in our own lives most.

Ogilvy 360 DI: In your opinion, what are some of “the success stories” that exist in the Gov 2.0 space?

A: ALEXANDER HOWARD, Gov 2.0 Correspondent, O'Reilly Media



Alex Howard

First, given recent assessments and what I view as a general consensus by close observers, we're in **open government's beta period**. There are definitely both **risks and rewards to the use of Web 2.0 by federal agencies**.

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SEP 22 | Ping: Social Music Purchasing or Social Music Discovery?

by Jaclyn Winkelman
Category: Digital Influence



iTunes Ping

iTunes Ping, or Ping, launched this September to so much fanfare that I was reminded of last year's Google Wave launch. However, like Google Wave iTunes Ping is an interesting concept that is proving difficult to execute.

Ping, not to be confused with the social network manager **Ping.fm**, is a software-based music oriented social networking service that is deployed and operated by Apple, and allows users to follow and interact with friends and artists. Ping was released as part of iTunes 10 and can only be used on the music player. The service launched in 23 countries and has gained over 1 million members so far.

When Apple chief executive Steve Jobs announced Ping he **explained the service** as “sort of like Facebook and Twitter meet iTunes...[except that] it is not Facebook. It is not Twitter. It is something else we've come up with. It's all about music.” This is definitely true, and Ping's list of features includes the ability to see follow friends and artists to see what music they like and what concerts they are going to. Users can also post reviews of music, the songs they've purchased, and see custom song and album charts based on their own networks. Artists can also post videos and photos for fans to enjoy as well. According to Apple's Ping announcement, Ping is based around the idea of social music discovery. Social music discovery is great, and I loving using tools that facilitate it, however I'm not too sure that that's actually

what Ping does.

[continue reading](#)

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TAGS: Tags: Apple, music, Ping, social networking

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SEP
21

Gov 2.0 and Responsible Data Use



by Charlie Tansill
Category: Digital Influence

The rise of the internet over the last fifteen years has resulted in remarkable new possibilities for government and citizen engagement. Leaders inside and outside government are using social media tools to realize the principles of participation, collaboration, transparency and efficiency to address the challenges facing our country. This movement, often called Gov 2.0., is explored each year at a two day event I attended called the **Gov 2.0 Summit**.



Jules Polonetsky, Co-chair and Director of the **Future of Privacy Forum**, led a session titled “**the Future of Privacy**” and he shared a particularly interesting point of view on responsible data practices. Throughout the Summit, there was disagreement regarding the use of data; some demanded privacy while others advocated openness and easy distribution. Jules, however, had a more unique perspective: citizens will be more comfortable with their data being shared as long as there is an obvious and relevant purpose that benefits that citizen — what he calls “featurizing data use.”

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TAGS: Tags: 360 Digital Influence, citizen 2.0, event, Events, Gov 2.0, Gov 2.0 Summit, government, Jules Polonetsky, Ogilvy Exchange, Open Gov, Polonetsky, Responsible Data Use, transparency

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SEP
20

Medical Monday: How Content Marketing Helps Sanofi-Aventis Reach Physicians



by Rohit Bhargava
Category: Healthcare

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Almost all the major pharmaceutical companies are using Twitter now (or about to start) and there are Facebook pages and sponsorship deals with social networking sites tailored to doctors or surgeons. Most of these efforts are commonly described as social media because they are all forms of social communication.

Sometimes the most *anti-social* efforts online, however, are actually the ones that use the principles of social media best. Reading a book or a magazine is typically an anti-social activity, for example. Not because it makes you less personable, but because it is an activity you do by yourself generally with little interaction with others. Activities that are not inherently social are easy to underestimate in this time of an overly socialized Internet.

When you consider the target audience of physicians and medical professionals, you could make the argument that they have even less time to indulge this socialization need. Why can't technology and social media be used to support this type of online interaction as well? This seems to be the premise behind a **site from Sanofi-Aventis called iPractice** that is getting quite a bit of attention from those who talk about social media efforts in the healthcare space. **continue reading**

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